

Pictorial health warnings

2671. SHRI V. HANUMANTHA RAO: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) whether Government are aware of the deep insecurity amongst tobacco growers on the extreme orders related to depiction of large pictorial warning on packets of cigarettes and beedis;
- (b) the reaction of Government on the demands of millions of tobacco growers to implement rules on a moderate and reasonable pace;
- (c) whether Government have offered financial relief to tobacco growers associations to counter depressed sales;
- (d) the steps proposed to balance action and ground realities which pervade small and marginal tobacco farmers in dry areas; and
- (e) the steps proposed to review extreme anti-tobacco legislation?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRIMATI PANABAKA LAKSHMI): (a) to (e) The Government has notified 'The Cigarettes and other Tobacco Products (Packaging and Labelling) Rules, 2006' on 5th July 2006 relating to specified warnings, which include skull & cross bones and other pictorial warnings, that are required to be printed on tobacco product packs. The Rules would be implemented with effect from 1st February 2007.

The Rules were framed after obtaining inputs and after detailed discussion(s) with the Industry/Associations. The rules were also properly field tested for their positive public health impact before being notified.

Public health measures such as pictorial health warnings bring out the adverse health implications of tobacco into the public domain and make the society aware of the harmful consequences of tobacco. The pictorial health warning would, therefore, go a long way in improving the overall health & economy of the nation.

Warning sign on cigarette packets

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